

ORDER



WOOD

Orders	Order / Rev:	197964 - 1	
	Alt Order #:	6841066	
	Product Desc:	RESTORE OUR FUTURE	
	Estimate:	1900	
	Flight Dates:	08/14/12 - 08/20/12	Primary AE: Petry Philadelphia
	Original Date / Rev:	08/13/12 / 08/14/12	Sales Office: P-PHI
	Order Type:	REG	Sales Region: Nat

Agency	Name:	Mentzer Media Services	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		600 Fairmount Avenue	Billing Cycle: EOM/EOC
		Towson, MD 21286	Agency Commission: 15%

Advertiser	Name:	POL/Restore Our Future	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL2	Order Separation: 00:15:00
	Priority:	P2	Advertiser External ID:
	Revenue Codes:	AGY, POL, POL-ISS	Agency External ID: IN2570/SP271/TO1326/AL2874/MO967

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	54	\$36,775.00	\$31,258.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	54	\$36,775.00	\$31,258.75	0.00
Totals	54	\$36,775.00	\$31,258.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOOD	23%	\$36,775.00
Market	100%	\$159,891.30

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	2%	\$3,197.83
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	42%	\$67,154.35
WXMI	14%	\$22,384.78
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	19%	\$30,379.35

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WOOD	08/14/12	08/17/12	Today Show 3	CM	10-11a	- TWTF - -	:30	4	\$300.00	P3	0.00	NM	4	\$1,200.00
Today Show 3															
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTF - -			4		\$300.00		0.00				
2	WOOD	08/14/12	08/17/12		CM	12-1p	- TWTF - -	:30	8	\$450.00	P2	0.00	NM	8	\$3,600.00

Order / Rev: 197964 - 1
 Alt Order #: 6841066
 Flight Dates: 08/14/12 - 08/20/12

Advertiser: POL/Restore Our Future
 Product Desc: RESTORE OUR FUTURE
 Estimate: 1900

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Noon News News 8 @ Noon NOON NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 - TWTF-- 8 \$450.00 0.00														
3	WOOD	08/14/12	08/16/12	M-F 5p News M-F News 8 @5p	CM	5-530p - TWT--	:30	3	\$1,100.00	P3	0.00	NM	3	\$3,300.00
5P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 - TWT--- 3 \$1,100.00 0.00														
4	WOOD	08/14/12	08/17/12	LN M-F M-F News 8 @ 11	CM	11-1135p - TWTF--	:30	4	\$1,000.00	P4	0.00	NM	4	\$4,000.00
LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 - TWTF-- 4 \$1,000.00 0.00														
5	WOOD	08/14/12	08/17/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a - TWTF--	:30	8	\$500.00	P3	0.00	NM	8	\$4,000.00
TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 - TWTF-- 8 \$500.00 0.00														
6	WOOD	08/15/12	08/15/12	Wed Hour 3 Wednesday 10-11p	CM	10-11p --W----	:30	2	\$1,200.00	P2	0.00	NM	2	\$2,400.00
LAW ORDER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 --W---- 2 \$1,200.00 0.00														
7	WOOD	08/18/12	08/18/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a -----S-	:30	2	\$300.00	P2	0.00	NM	2	\$600.00
SAT DAY BREAK <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -----S- 2 \$300.00 0.00														
8	WOOD	08/18/12	08/18/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a -----S-	:30	2	\$650.00	P2	0.00	NM	2	\$1,300.00
NEWS SAT AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -----S- 2 \$650.00 0.00														
9	WOOD	08/18/12	08/18/12	Sat 6p News 8 Sat News 8 @6p	CM	6-630p -----S-	:30	1	\$850.00	P2	0.00	NM	1	\$850.00
6P NEWS SAT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -----S- 1 \$850.00 0.00														
10	WOOD	08/18/12	08/18/12	LN Sa Saturday News 8 @11	CM	11-1130p -----S-	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -----S- 1 \$1,000.00 0.00														
11	WOOD	08/19/12	08/19/12	Daybreak Sun @6am Daybreak Sun @6am	CM	6-7a -----S	:30	2	\$300.00	P2	0.00	NM	2	\$600.00
SUN NEWS BREAK <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -----S 2 \$300.00 0.00														
12	WOOD	08/19/12	08/19/12	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a -----S	:30	1	\$825.00	P3	0.00	NM	1	\$825.00
NEW SUN AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -----S 1 \$825.00 0.00														
13	WOOD	08/19/12	08/19/12	Today Show Su Today Show Sunday	CM	758-9a -----S	:30	1	\$950.00	P5	0.00	NM	1	\$950.00
SUN TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -----S 1 \$950.00 0.00														
14	WOOD	08/19/12	08/19/12		CM	858-1001a -----S	:30	1	\$750.00	P5	0.00	NM	1	\$750.00

